

Margaret A. Sullivan
Promotions Coordinator
ROU #1210
400 Raritan Center Parkway
Edison, NJ 08837
(908) 225-3219
FAX (908) 417-9076
Voice Mail #71402

March 5, 1997

TO: All Sales/Territory Representatives

RE: March Doral Lighter Final Model (Promotion #700050)

Ladies and Gentlemen:

Attached is the **FINAL** model for the March Doral Lighter promotion. What is listed under the Revised Plan SKU's column is what the account will be shipped for this promotion. Do not make any changes to this model. If any of your accounts have questions whether or not they are getting the promotion, check this list. Your answer will be there. Do not call any Direct Accounts inquiring why they have not shipped the promotion before checking to see if account is scheduled to get one on this list.

NOTE: Remember, this year a VAP wholesaler number is a delivery method only. No accounts on the model will be **delivered** their promotion unless they are on VAP. However, a VAP number does not guarantee an account will get the promotion. It only guarantees that if an account is scheduled to get the promotion, it will be delivered. Some accounts with a VAP number will not be scheduled to get a SKU. You must review future models to ensure the proper accounts are getting SKU's.

If you do not receive a final model for a promotion, no accounts in your territory received promotions.

Hopefully this will clarify some of the confusion regarding promotions in 1997.

If you have any questions, please contact me via voice mail (#71402).

Sincerely,

Margaret

M. A. Sullivan

Enclosures

cc: D/M's-R/O/M

Good letters.
Rory

51843 3780